

NOBLEMAN AIDS AMERICAN BOYS

Marquis di Cordova Establishes
a Club That Tends to Keep
Youngsters from the Streets
and Saloons.

TEACHES THEM HOW TO
BECOME GOOD CITIZENS.

The American Boys' Association
Is a Unique Organization
That Is Supported Entirely by
the Philanthropic Italian.

MARQUIS CORDOVA,
FOUNDER OF CLUB
FOR GOTHAM BOYS.



In three small rooms at No. 262 West One Hundred and Twenty-ninth street an interesting organization is flourishing. It is one of the most remarkable clubs under an individual supervision that have been founded for the elevation of the boys of a great city.

The club is called the American Boys' Association and its founder and patron is the Marquis Carlo Cattapani di Cordova, an Italian nobleman of distinguished lineage, whose family name has for generations been closely associated with philanthropy of all kinds.

Every evening the club members congregate in the rooms and are given lessons in fencing, French and drawing, and are taught first of all the essentials of being a gentleman.

And the members are not gilded youths who desire the knowledge of fencing, French, drawing and etiquette as a part of their paid-for education; they are young men of seventeen and eighteen years of age the Marquis has found roaming about the streets.

Purposes of the Club.
In the words of the announcement which is handed every new member, "The American Boys' Association is established for the purpose of keeping boys out of the evil influence of the street and giving to them an opportunity of refinement, pleasure and instruction."

"Fundamental principles of the association are: Purity in thoughts and acts; to love one another as brothers; to look on the sunny side of life; to abstain from the use of profane language; to discourage with example and words smoking, chewing and the use of intoxicating drink, reading of sensational literature, and avoid congregating around saloons and street corners; to hold the highest conception of womanhood; by showing it in dealing with the other sex; to be kind to animals."

Working in the midst of the boys and devoting his time and money to the lifting of the American youth is the cultured Marquis, who is himself a man with an exceedingly interesting history.

Firm Believer in Art.
"I believe that everything may be accomplished through art," said the Marquis to an Evening World reporter today. "And I am trying to bring an aesthetic influence into the lives of boys whose only place of amusement and diversion is the street."

"I first picked up a few boys on the street and invited them to my home. Then the number grew so large that I hired the present club-rooms, and in a short time we are to move into a bigger hall on One Hundred and Twenty-ninth street."

No membership fee is charged—not one cent does it cost a member—and any boy in New York may enjoy the advantage of the club.

The members of the association idolize their nobleman instructor and friend, and the good opinion of "The Marquis" is their chief desire.

The Marquis's remarkable history since coming to America, as before, has hinged upon his long legal struggle to regain possession of estates in Spain and Cuba.

The boys in the club regard him as a great hero, and consider as unnecessary the signed letter which is handed on the wall from the Lord Mayor of the Marquis's native town, telling of the Marquis's high position and great philanthropy in that place.

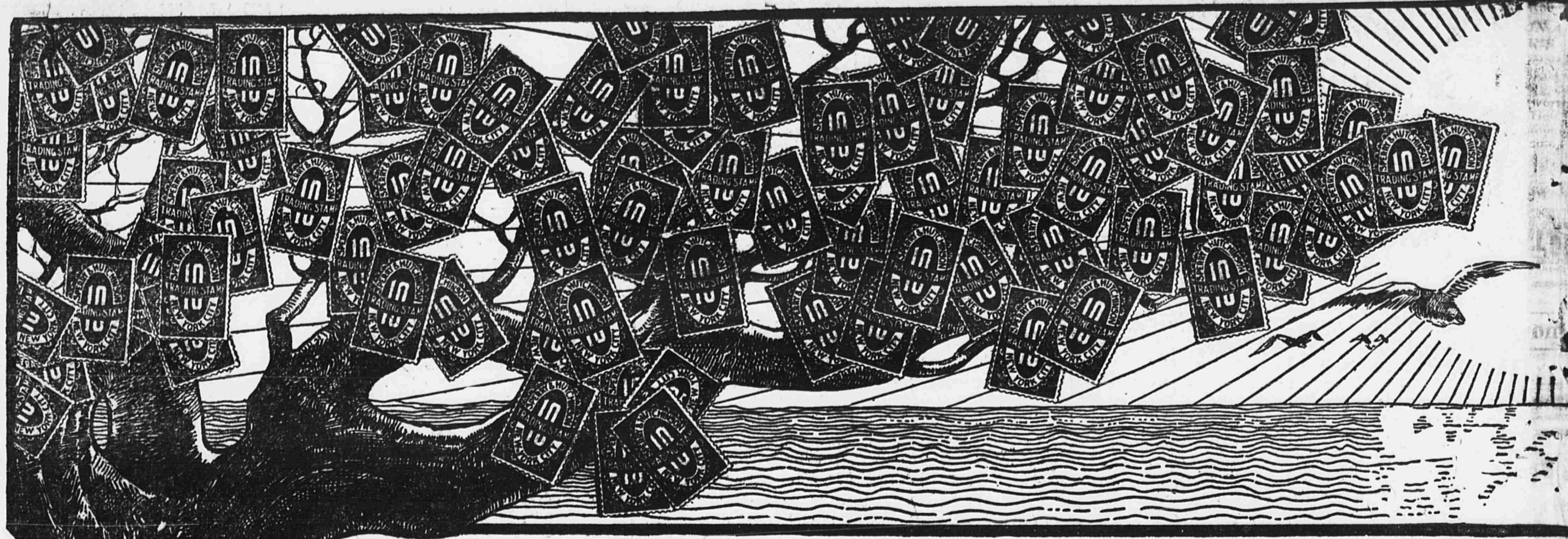
At the club meetings, when the boys' lessons are over, the Marquis interests them in practical artistic talks—art as applied to everyday life.

Gives the Boys a Treat.
Every Sunday the Marquis takes four boys on a trip into the country and four boys to the theatre during the week. By giving the club members these "treats" and by making their club life full of fun and entertainment he believes he can win their confidence.

The club is organized the same as any association, and the officers are: President, James Tuohy; Vice-President, Robert McCourt; Secretary, John Schwartz; Treasurer, Geo. Reynolds; Assistant Treasurer, Ernest Tuttle; Sergeant-at-Arms, Felix McCabe; Peter McMorney, Edmund Kelly.

The fencing bouts at the club rooms are great sport, and several of the boys have become expert fencers.

"I want any boy who cares to spend his evenings pleasantly to join the club at once," said the Marquis. "I only want to get every boy in New York to come."



Most Unique of All A

Inaugurating The Second Year Of The Distribution With A Vast Series Of Attractions In Merchandise Within 12 Months Has Such A Remarkable Opportunity

Facts About The Big Store.

- 1--Acknowledged everywhere as being the busiest and most popular Department Store in America.
- 2--As many as 475,000 people have been in The Store in a single day. It is never dull. It is always doing something new.
- 3--During the past year it has issued millions of "S. & H." Green Trading Stamps to its customers.
- 4--There are 80 complete stores under its mammoth roof, and each is splendidly stocked with seasonable merchandise, superior in character, and yet priced as moderately as trustworthy goods can be marked.
- 5--The Store is in other respects also one of the wonders of the metropolis. It possesses many unrivalled advantages. It is marvellously spacious; the ceilings are the highest in the city. The lighting and ventilating arrangements are perfect. The aisles are roomy, and shopping, no matter how great the throngs, at all times satisfactorily comfortable.

WHEN the Siegel Cooper Company introduced Sperry & Hutchinson Green Trading Stamps as a feature of its business a year ago it did so only after the idea had been analytically and exhaustively studied.

We wanted to give our customers the best Trading Stamp and the best Premiums in existence. We decided upon the Sperry & Hutchinson stamp, for it stood every inquiry and test satisfactorily. As we said at that time:

"The Siegel Cooper Store would certainly not take such a radical step were it not fully convinced that the idea will be enthusiastically indorsed and patronized by countless numbers of people. The Green Trading Stamp plan possesses many advantages. With no greater expenditure for your needs, perhaps less, you gradually accumulate a great many things, useful and ornamental, which have cost you absolutely nothing, but which you otherwise would not have possessed unless you paid cash for them."

No sooner was this news made public than the shopping world began to show an extraordinary degree of interest. And this interest was national as well as local.

Thousands upon thousands of people began to collect the Sperry & Hutchinson Green Trading Stamps, not doubtfully, not experimentally, but with a strong belief in their value, and subsequently an adequate realization of their worth.

These Stamps are not scattered broadcast in any harum-scarum manner. They are given judiciously, conservatively; and when, as in this instance, you obtain three dollars' worth free in addition to the regular number with every dollar's worth of goods bought at the Siegel Cooper Store (see the Coupon), the occasion becomes an event of dignified importance.

Books. Books bound in 1/4 leather; cloth sides; published at \$2.00 a volume; our price, 55c a volume. (Third Floor, Centre, 18th St.)	Notions. CLARK'S O. N. T. 200-yard spool cotton, limited one dozen; 3c EMBROIDERED SILK, white, cream, black and innumerable shades; ball, 2c BLACK MOHAIR TUBULAR SHOE LACES, finest quality, one yard long, a dozen, 6c (Main Floor, 18th St. Aisle.)	Silk Gloves. DOUBLE-TIPPED SILK GLOVES for women; 2-clasp; good heavy quality, guaranteed; in black or white; sizes from 5 to 8; a pair, 43c 16-BUTTON LENGTH SILK GLOVES; 2 pearl buttons at wrist; black or white; in all sizes; regularly 98c, a pair 59c (Main Floor, Front.)	Jap Silk Waists. Charmingly designed; point and centre plaits of 1/2-inch tucks, finished with medallions of Irish crocheted lace; attached stock collar of same lace; open 1.65 front, at (Second Floor, Centre, 18th St.)	White Madras Waists. Summer weight; neatly woven figures; front full box plaited; finished with hemstitching; full bishop sleeves; stock collar and hemstitched tab; very special, 75c (Second Floor, Front.)	Dress Suit Cases. Lined and made on strong frame; inside leather straps; leather corners; leather stitched handles; brass plated lock and catches; 24 and 26 inch sizes, 1.29 special. (Basement.)
Screens. SPECIAL SCREEN DOORS, walnut finish, 5 different sizes, 75c strong, each. SPECIAL HARD-WOOD EXTENSION WINDOW SCREENS, adjustable; three sizes, each, 25c (Basement.)	Refrigerators. CHARCOAL FILLED REFRIGERATORS, 24 1/2 in. wide, 15 1/2 in. deep, 39 in. high, special, 7.25 APARTMENT HOUSE CHARCOAL FILLED, 25 in. wide, 19 in. deep, 50 in. high, special, 13.00 (Basement.)	Dinner & Tea Sets. Beautifully decorated 100-piece DINNER SETS; violet decorations; regularly \$10.00; special, 6.50 American porcelain TEA SETS; 56 pieces; regularly \$3.50; special, 1.95 (Third Floor, Front.)	Road Harness. SINGLE ROAD HARNESS, with 3-in. hand-laced enamel-lined saddle; 1 1/2 in. double and stitched trace; folded breast collar; neck strap; breeching with straight layer; nickel or Davis rubber mounting; russet or black reins, 8.50 (Basement.)	Teplitz Vases. Large assortment beautiful TEPLITZ VASES; were considered attractive value \$6.00; special, 2.50 (Third Floor, Front.)	Petticoats. WOMEN'S PETTICOATS, fine cambric, deep flounce of tucked lawn with six rows of Val. lace, making a full flare 1.50 ruffle. (Second Floor, Centre, 18th St.)
Women's Drawers. WOMEN'S DRAWERS; cambric umbrella ruffles of lawn; some with hemstitched tucks—others with embroidery and lace trimmings, 49c (Second Floor, Centre, 18th St.)	Corsets. SONNETTE AUGUSTINE CORSETS; made in batiste and coutil; garter attached; long dip hip; sold originally at \$2.50; this sale, 1.25 (Second Floor, Centre, 18th St.)	Silk Petticoats. TAFFETA SILK PETTICOATS; sage green and rose color; regularly 3.75; this sale, 2.95 (Second Floor, Centre, 18th St.)	Shirt-Waist Suits. Extra heavy taffeta silk in blue, brown or green; also black, neatly plaited waist; shopping length skirt; special price, 10.00 (Second Floor, Front.)	Voile Skirts. Splendid quality French Chiffon Voile in black; seven gored flare style; prettily trimmed; made over ruffled heavy taffeta drop; special, 10.00 (Second Floor, Front.)	Infants' Shoes. Soft kid, with kid soles, all the delicate shades, 19c (Shoe Store, Second Floor.)
Dot Voiles. About 1,800 yards stylish VOILES; tan, green, navy, white, gray or Oxford, with contrasting waver dots or figures; 27 inches wide; regularly 12 1/2c; now, a yard, 25c. (Main Floor, Front, 18th St.)	Novelty Suitings. 1,500 yards NOVELTY SUITINGS, choice mixtures of gray, green, Oxford, tan or blue; 28 inches wide; regularly 39c; now, a yard, 19c (Main Floor, Front, 18th St.)	Children's Shoes. Kidskin spring heels; sizes 6 to 11; for hard wear 59c (Shoe Store, Second Floor.)	Shoes and Oxfords. All leathers, styles and sizes for Women; excellent durability, 1.95 (Shoe Store, Second Floor.)		

Double "S. & H." Green Trading Stamps Mornings This Week From 8

CUT THIS COUPON

THIS COUPON, when presented at the Siegel Cooper Store, will entitle you to a newspaper and a dollar's worth of goods next day, Tuesday or Wednesday, or if you prefer, on Friday or Saturday, or on any day of the week. These stamps are extra as a special Anniversary in addition to the usual one coupon for a dollar's worth of goods.

If you buy \$5.00 and present five given \$15.00 worth of stamps in addition, ordinarily accompanying amount. And so on.

This Coupon will be good on Wednesday.

SIEGEL COOPER COMPANY
THE BIG STORE
SIXTH AVE., NEW YORK